



DECEMBER 28, 2001

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GRAY CARY WARE & FREIDENRICH LLP  
TIMOTHY W. LOHSE  
1755 EMBARCADERO ROAD  
PALO ALTO, CA 94303



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UNITED STATES PATENT AND TRADEMARK OFFICE  
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PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 10/16/2001

REEL/FRAME: 012261/0087  
NUMBER OF PAGES: 4

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

ZIFF, SUSAN JANETTE

DOC DATE: 09/21/2001

ASSIGNOR:

DAVIDSON, ALLAN L.

DOC DATE: 09/21/2001

ASSIGNEE:

SUCSESSES.COM, INC.  
CHERTSEY APARTMENT #312  
CABLE BEACH, NASSAU, BAHAMAS

SERIAL NUMBER: 09851789

FILING DATE: 05/08/2001

PATENT NUMBER:

ISSUE DATE:

SHARON LATIMER, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS

01/22/2004 SSITHIB1 00000077 10760093

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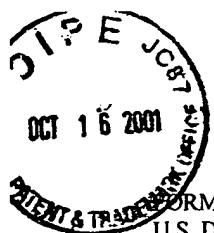
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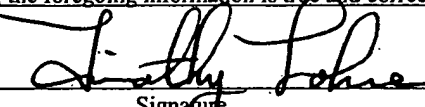
PATENTS ONLY

Patent and Trademark Office

FORM PTO-1595

U.S. DEPARTMENT OF COMMERCE

1-31-92

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.	
1. Name of conveying party(ies): Susan Janette Ziff and Allan L. Davidson Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No 3. Nature of Conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name Execution Date: September 21, 2001	2. Name and address of receiving party(ies): Name: Successes.com, Inc. Street Address: Chertsey Apartment #312 Cable Beach, Nassau, Bahamas Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
4. Application number(s) or patent number(s): If this document is being filed together with a new application, the execution date of the application is: A. Patent Application No.(s) 09/851,789 B. Patent No.(s) Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
5. Name and address of party to whom correspondence concerning document should be mailed: Name: Timothy W. Lohse Internal Address: Gray Cary Ware & Freidenrich LLP 1755 Embarcadero Road Palo Alto, CA 94303 (650) 320-7426	6. Total number of applications and patents involved: <span style="border: 1px solid black; padding: 2px;">1</span> 7. Total fee (37 CFR 3.41) ..... \$ 40.00 <input checked="" type="checkbox"/> Enclosed <input type="checkbox"/> Authorized to be charged to deposit account 8. Deposit account number: 07-1896 Please debit any underpayment or credit any overpayment to the above deposit account. Our Order No. 2100023-991101
DO NOT USE THIS SPACE	
9. Statement and signature. <u>To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.</u> Timothy W. Lohse (Reg. No. 35,255)  October 12, 2001 Name of Person Signing Signature Date Total number of pages comprising cover sheet: 41	
OMB No. 0651-0011 (exp. 4/94)	

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks  
Box Assignments  
Washington, DC 20231

Gray Cary\EM\7090607.1  
2100023-991101

## ASSIGNMENT

WHEREAS, Susan Janette Ziff and Allan L. Davidson, have made certain inventions or discoveries (or both) set forth in an Application for Letters Patent of the United States of America entitled CONTENT DEVELOPMENT MANAGEMENT SYSTEM AND METHOD, the specification of which was filed as application serial number 09/851,789 on May 8, 2001;

WHEREAS, Successes.com, Inc., a Delaware corporation, whose address is Chertsey Apartment #312, Cable Beach, Nassau, Bahamas, and who, together with its successors and assigns is hereinafter called "Assignee", is desirous of acquiring the entire right, title, and interest together with the benefits and privileges hereinafter recited;

NOW, THEREFORE, for valuable consideration furnished by Assignee to us, receipt and sufficiency of which we hereby acknowledge, we hereby, without reservation;

1. Assign, transfer and convey to Assignee the entire right, title and interest together with the benefits and privileges in and to said inventions and discoveries, said Application for Letters Patent or similar forms of protection of the United States of America, and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation and convention applications based in whole or in part upon said inventions or discoveries, or upon said application, and any and all Letters Patent, reissues and extensions of Letters Patent or similar forms of protection granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications and said Letters Patent;

2. Authorize Assignee to file patent applications in any or all countries or groups of countries on any or all of said inventions and discoveries in our name or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or any other relevant convention or treaty or otherwise;

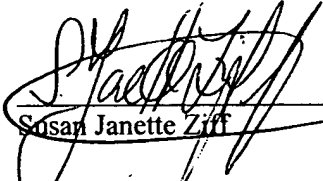
3. Authorize and request the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patent to Assignee, as Assignee of the entire right, title and interest therein or otherwise as Assignee may direct;

4. Warrant that we have not knowingly conveyed to others any rights in said inventions, discoveries, applications or patents or any license to use the same or to make, use or sell anything embodying or utilizing any of said inventions or discoveries; and that we have good right to assign the same to Assignee without encumbrance;

5. Bind our heirs, legal representatives and assigns, as well as ourselves, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to us or them, all acts reasonable serving to assure that said inventions and discoveries, said patent applications and said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same

could have been held and enjoyed by us, our heirs, legal representatives and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to us relating to said inventions and discoveries or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples and other physical exhibits in our control or in the control of my heirs, legal representatives or assigns which may be useful for establishing any facts of our conceptions, disclosures, and reduction to practice of said inventions or discoveries.

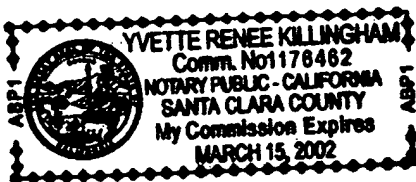
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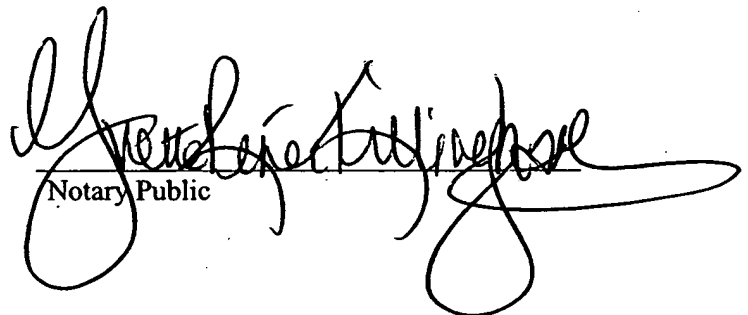
  
 Susan Janette Ziff

STATE OF CALIFORNIA )  
 COUNTY OF Santa Clara ss.

On September 21, 2001 before me, Yvette Renee Killingham  
 Notary Public, personally appeared Susan Janette Ziff, ~~personally known or proved to me~~ on the basis of satisfactory evidence to be the person whose name is subscribed in the within instrument and acknowledged to me that ~~he~~ she executed the same in ~~his~~ her authorized capacity and that by ~~his~~ her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

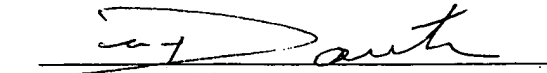


  
 Notary Public

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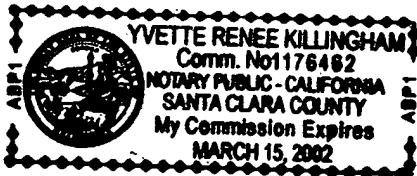
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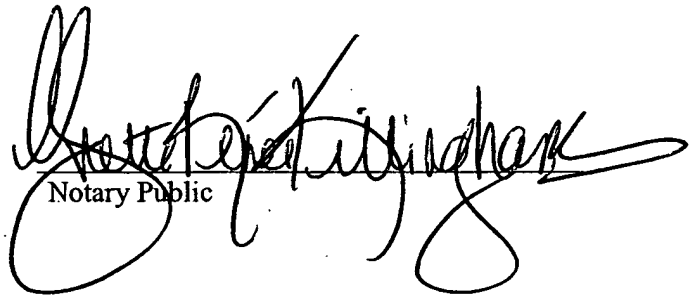
  
Allan L. Davidson

STATE OF CALIFORNIA )  
COUNTY OF Santa Clara ) ss.

On September 21, 2001 before me, Yvette Renee Killingham,  
Notary Public, personally appeared Allan L. Davidson, ~~personally known~~ or proved to me on the basis of  
satisfactory evidence to be the person whose name is subscribed in the within instrument and  
acknowledged to me that ~~he~~ she executed the same in ~~his~~ her authorized capacity and that by ~~his~~ her  
signature on the instrument the person, or the entity upon behalf of which the person acted, executed the  
instrument.

Witness my hand and official seal.



  
Notary Public

## DECLARATION AND POWER OF ATTORNEY

### DECLARATION:

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe, I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

### CONTENT DEVELOPMENT MANAGEMENT SYSTEM AND METHOD

the specification of which (check only one item below):

\_\_\_ is attached hereto.

X was filed as United States Application  
Serial No. 09/851,789 on May 8, 2001  
and was amended on \_\_\_\_\_ (if applicable).

\_\_\_ was filed as PCT international application  
Number \_\_\_\_\_ on \_\_\_\_\_  
and was amended under PCT Article 19  
on \_\_\_\_\_ (if applicable).

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, §1.56(a).

I hereby claim foreign priority benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate or of any PCT international application(s) designating at least one country other than the United States of America listed below and have also identified below any foreign application(s) for patent or inventor's certificate or any PCT international application(s) designating at least one country other than the United States of America filed by me on the same subject matter having a filing date before that of the application(s) on which priority is claimed:

PRIOR FOREIGN/PCT APPLICATION(S) AND ANY PRIORITY CLAIMS UNDER 35 U.S.C. 119:			
Country (If PCT, indicate PCT)	Application Number	Date Filed	Priority Claimed (Yes/No)

I hereby claim the benefit under Title 35, United States Code, §120 of any United States application(s) or PCT international application(s) designating the United States of America that is/are listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in that/those prior application(s) in the manner provided by the first paragraph of Title 35, United States Code, §112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, §1.56(a) which occurred between the filing date of the prior application(s) and the national or PCT international filing date of this application:

PRIOR U.S. APPLICATIONS OR PCT INTERNATIONAL APPLICATIONS DESIGNATING THE U.S. FOR BENEFIT UNDER 35 U.S.C. 120:				
U.S. APPLICATIONS			STATUS (check one)	
U.S. APPLICATION NUMBER	U.S. FILING DATE	PATENTED	PENDING	ABANDONED
09/526,700	March 15, 2000		X	
PCT APPLICATIONS DESIGNATING THE U.S.				
PCT APPLICATION NO.	PCT FILING DATE	U.S. SERIAL NUMBERS ASSIGNED (if any)		

**POWER OF ATTORNEY:**

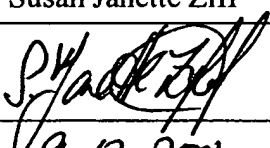
As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) with full power of substitution to act exclusively to prosecute this application and transact all business in the Patent and Trademark Office connected therewith:

Barry N. Young (Reg. No. 27,744); Timothy W. Lohse (Reg. No. 35,255); Steven R. Sprinkle (Reg. No. 40,825); Terrance A. Meador (Reg. No. 30,298); Ramsey R. Stewart (Reg. No. 38,322); June M. Learn (Reg. No. 31,238); John Oskorep (Reg. No. 41,234); Timothy N. Ellis (Reg. No. 41,734); William G. Goldman (Reg. No. 42,590); Sheila Kirschenbaum (Reg. No. 44,835); Travis L. Dodd (Reg. No. 42,491); Charles D. Gavrilovich, Jr. (Reg. No. 41,031); Gerald W. Maliszewski (Reg. No. 38,054); Hayward A. Verdun (Reg. No. 43,223); Armando Pastrana, Jr. (Reg. No. 44,997); Richard M. Goldman (Reg. No. 25,585); Lisa A. Haile (Reg. No. 38,347); Sal Lim (Reg. No. 45,706); Joseph R. Baker, Jr. (Reg. No. 40,900); Richard J. Imbra (Reg. No. 37,643); Mark L. Berrier (Reg. No. 35,066); Mark M. Takahashi (Reg. No. 38,631); James P. Cleary (Reg. No. 45,843); Karl A. Limbach (Reg. No. 18,689); Gerald T. Sekimura (Reg. No. 30,103); Kyla L. Harriel (Reg. No. 41,816); Eric N. Hoover (Reg. No. 37,355); George C. Limbach (Reg. No. 19,305); Ronald L. Yin (Reg. No. 27,607); Alan A. Limbach (Reg. No. 39,749); Edward B. Weller (Reg. No. 37,468);


All correspondence should be addressed to:

Timothy W. Lohse  
GRAY CARY WARE & FREIDENRICH  
Patent Department - Embarcadero  
1755 Embarcadero Road  
Palo Alto, California 94303-3340

All telephone calls should be directed to Timothy W. Lohse, telephone number (650) 833-2000.

Inventor's Full Name:	Susan Janette Ziff
Inventor's Signature:	
Date	9-12-2001
Residence: (City, State and/or country)	Washington, D.C. 20036
Citizenship:	Britain
Post Office Address:	1425 Hopkins St., N.W., Ste. 401, Washington, D.C. 20036



Inventor's Full Name:	Allan L. Davidson
Inventor's Signature:	
Date	9.12.2001
Residence: (City, State and/or country)	Cable Beach, Nassau, Bahamas
Citizenship:	Canada
Post Office Address:	Chertsey Aptmt. #312, Cable Beach, Nassau, Bahamas